

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in this application.

**Listing of Claims:**

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Claims 1-19 (Canceled).

Claim 20 (Previously Presented): A method for providing a display of advertisements to an exerciser while the exerciser exercises on an exercise apparatus, the method comprising:

contacting a remote computer from the exercise apparatus in response to an input to the exercise apparatus;

§<sub>1</sub> receiving at the exercise apparatus advertisements transmitted from the contacted remote computer; and

providing a display of the advertisements received from the contacted remote computer on a display device of the exercise apparatus while the exerciser exercises.

Claim 21 (Previously Presented): The method according to claim 20, wherein the exercise apparatus is a stationary bicycle.

Claim 22 (Previously Presented): The method according to claim 20, wherein the exercise apparatus is a stair climber.

Claims 23 and 24 (Canceled).

Claim 25 (Previously Presented): The method according to claim 20, wherein the contacting of a remote computer comprises contacting a remote computer via a wired communication link.

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Claim 26 (Previously Presented): The method according to claim 20, wherein the contacting of a remote computer comprises contacting a remote computer via a wireless communication link.

Claim 27 (Previously Presented): The method according to claim 20, wherein the exercise apparatus is a treadmill.

Claim 28 (Previously Presented): The method according to claim 20, wherein the exercise apparatus is a weight machine.

Claim 29 (Previously Presented): A method for providing a display of advertisements to an exerciser while the exerciser exercises on an exercise apparatus, the method comprising:

contacting a remote computer from the exercise apparatus in response to an input to the exercise apparatus;

receiving at the exercise apparatus advertisements transmitted from the contacted remote computer;

generating exercise data relating to the exerciser's exercise on the exercise apparatus; and  
providing a display of information on a display device of the exercise apparatus while the  
exerciser exercises, the display comprising both the exercise data and the advertisements  
received from the contacted remote computer.

Claim 30 (Previously Presented): The method according to claim 29, wherein the  
exercise data comprises elapsed exercise time.

§, Claim 31 (Previously Presented): The method according to claim 29, wherein the  
exercise data comprises exercise difficulty level.

Claim 32 (Previously Presented): The method according to claim 29, wherein the  
exercise data comprises a graphical profile of exercise level versus time.

Claim 33 (Previously Presented): The method according to claim 29, wherein the  
exercise apparatus is a stationary bicycle.

Claim 34 (Previously Presented): The method according to claim 29, wherein the  
exercise apparatus is a stair climber.

Claim 35 (Previously Presented): The method according to claim 29, wherein the  
exercise apparatus is a treadmill.

Claim 36 (Previously Presented): The method according to claim 29, wherein the exercise apparatus is a weight machine.

Claim 37 (Previously Presented): The method according to claim 29, wherein the contacting of a remote computer comprises contacting a remote computer via a wired communication link.

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Claim 38 (Previously Presented): The method according to claim 29, wherein the contacting of a remote computer comprises contacting a remote computer via a wireless communication link.

Claim 39 (Previously Presented): The method according to claim 20, wherein the remote computer is contacted using contact data for the remote computer.

Claim 40 (Previously Presented): The method according to claim 29, wherein the remote computer is contacted using contact data for the remote computer.

Claim 41 (Previously Presented): A method for displaying advertisements to an exerciser while the exerciser exercises on an exercise apparatus connected to a communication link, the method comprising:

contacting a computer over the communication link using contact data for the computer;  
receiving at the exercise apparatus advertisements transmitted over the communication link from the contacted computer; and

displaying the advertisements received from the contacted computer on a display device of the exercise apparatus while the exerciser exercises.

Claim 42 (Previously Presented): The method according to claim 41, wherein the computer is contacted in response to an exerciser input to the exercise apparatus.

Claim 43 (Previously Presented): The method according to claim 41, wherein the communication link is connected to at least one other exercise apparatus.

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Claim 44 (Currently Amended): The method according to claim 41, wherein the advertisements are displayed on a first portion of the display device and the method further comprises ~~comprising~~:

displaying exercise-related data on a second portion of the display device of the exercise apparatus while the exerciser exercises.

Claim 45 (Previously Presented): The method according to claim 44, wherein the exercise-related data comprises one or more of exercise time, exercise level and number of calories burned.

Claim 46 (Currently Amended): The method according claim 41, wherein the display of advertisements changes in response to an input ~~inputs~~ from the exerciser.

Claim 47 (Previously Presented): The method according to claim 41, wherein the display of advertisements changes periodically.

Claim 48 (Currently Amended): A storage ~~computer-readable~~ medium for an exercise apparatus storing ~~computer-executable~~ instructions for performing the steps recited in claim 41.

Claim 49 (Previously Presented): A method for displaying advertisements to an exerciser while the exerciser exercises on an exercise apparatus connected to a communication link, the method comprising:

receiving at the exercise apparatus advertisements transmitted from a computer connected to the communication link;

storing the received advertisements; and

displaying the stored advertisements on a display device of the exercise apparatus while the exerciser exercises.

Claim 50 (Previously Presented): The method according to claim 49, wherein the received advertisements are addressed to the exercise apparatus.

Claim 51 (Currently Amended): The method according to claim 49, wherein the advertisements are displayed on a first portion of the display device and the method further comprises comprising:

displaying exercise-related data on a second portion of the display device of the exercise apparatus while the exerciser exercises.

Claim 52 (Previously Presented): The method according to claim 51, wherein the exercise-related data comprises one or more of exercise time, exercise level and number of calories burned.

§ Claim 53 (Currently Amended): The method according to claim 49, wherein the display of advertisements changes in response to an input ~~inputs~~ from the exerciser.

Claim 54 (Previously Presented): The method according to claim 49, wherein the display of advertisements changes periodically.

Claim 55 (Previously Presented): The method according to claim 49, wherein the advertisements are received after the computer is contacted from the exercise apparatus.

Claim 56 (Previously Presented): The method according to claim 49, wherein the advertisements are received after the computer contacts the exercise apparatus.

Claim 57 (Currently Amended): A storage ~~computer-readable~~ medium for an exercise apparatus storing ~~computer-executable~~ instructions for performing the steps recited in claim 49.

Claim 58 (Previously Presented): A method for an exercise apparatus, the method comprising:

receiving at the exercise apparatus advertisements transmitted from a computer;  
displaying the advertisements received from the computer on a display device of the exercise apparatus while an exerciser exercises; and  
transmitting data from the exercise apparatus to a different computer.

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Claim 59 (Previously Presented): The method according to claim 58, wherein the data transmitted to the different computer comprises exercise apparatus use data.

Claim 60 (Previously Presented): The method according to claim 58, wherein the data transmitted to the different computer comprises exercise program selection data.

Claim 61 (Currently Amended): The method according to claim 58, wherein the advertisements are displayed on a first portion of the display device and the method further comprises ~~comprising~~:

displaying exercise-related data on a second portion of the display device of the exercise apparatus while the exerciser exercises.

Claim 62 (Previously Presented): The method according to claim 61, wherein the exercise-related data comprises one or more of exercise time, exercise level and number of calories burned.



Claim 63 (Currently Amended): A storage ~~computer-readable~~ medium for an exercise apparatus storing ~~computer-executable~~ instructions for performing the steps recited in claim 58.

Claim 64 (Previously Presented): A method for displaying advertisements to exercisers at a health club facility while the exercisers exercise on exercise apparatuses connected to a communication link, the method comprising:

receiving data respectively addressed to each of the exercise apparatuses, the data including advertisements; and

displaying the received advertisements on display devices of the exercise apparatuses while the exercisers exercise.

Claim 65 (Currently Amended): The method according to claim 64, wherein the advertisements are displayed on first portions of the display devices and the method further comprises ~~comprising~~:

displaying exercise-related data on second portions of the display devices of the exercise apparatuses while the exercisers exercise.

Claim 66 (Previously Presented): The method according to claim 65, wherein the exercise-related data comprises one or more of exercise time, exercise level and number of calories burned.

Claim 67 (New): The method according to claim 49, wherein the advertisements are transmitted from the computer to an intermediate processor-controlled device and the advertisements are received at the exercise apparatus from the intermediate processor-controlled device.

Claim 68 (New): The method according to claim 49, further comprising:  
receiving exercise apparatus control data from the computer; and  
using the exercise apparatus control data to control the exercise apparatus while the exerciser exercises.

Claim 69 (New): The method according to claim 68, wherein the advertisements and the exercise apparatus control data are transmitted from the computer to an intermediate processor-controlled device and the advertisements and the exercise apparatus control data are received at the exercise apparatus from the intermediate processor-controlled device.

Claim 70 (New): The method according to claim 58, further comprising:  
receiving exercise apparatus control data from the computer; and  
using the exercise apparatus control data to control the exercise apparatus while the exerciser exercises.

Claim 71 (New): A method for providing a display of advertisements to an exerciser exercising on an exercise apparatus connected to a communication link, the method comprising:

receiving at the exercise apparatus advertisements transmitted over the communication link from a computer; and

displaying the advertisements on a display device of the exercise apparatus while the exerciser exercises.

Claim 72 (New): The method according to claim 71, further comprising:  
transmitting data from the exercise apparatus to a different computer.

8, Claim 73 (New): The method according to claim 72, wherein the data transmitted to the different computer comprises exercise apparatus use data.

Claim 74 (New): The method according to claim 72, wherein the data transmitted to the different computer comprises exercise program selection data.

Claim 75 (New): A storage medium for an exercise apparatus storing instructions for performing the steps recited in claim 72.

Claim 76 (New): The method according to claim 71, wherein the advertisements are transmitted from the computer to an intermediate processor-controlled device and the advertisements are received at the exercise apparatus from the intermediate processor-controlled device.

Claim 77 (New): The method according to claim 71, further comprising:

receiving exercise apparatus control data from the computer; and  
using the exercise apparatus control data to control the exercise apparatus while the exerciser exercises.

Claim 78 (New): The method according to claim 77, wherein the advertisements and the exercise apparatus control data are transmitted from the computer to an intermediate processor-controlled device and the advertisements and the exercise apparatus control data are received at the exercise apparatus from the intermediate processor-controlled device.

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Claim 79 (New): A storage medium for an exercise apparatus storing instructions from performing the steps recited in claim 71.

Claim 80 (New): A method for providing a display of advertisements to an exerciser exercising on an exercise apparatus connected to a communication link, the method comprising:  
receiving at the exercise apparatus advertisements transmitted over the communication link from a computer;  
displaying the advertisements on a first portion of a display device of the exercise apparatus while the exerciser exercises; and  
displaying exercise-related display data on a second portion of the display device of the exercise apparatus while the exerciser exercises.

Claim 81 (New): The method according to claim 80, wherein the advertisements are received after the computer is contacted from the exercise apparatus.

Claim 82 (New): The method according to claim 80, wherein the advertisements are received after the computer contacts the exercise apparatus.

Claim 83 (New): The method according to claim 80, further comprising:  
transmitting data from the exercise apparatus to a different computer.

Claim 84 (New): A storage medium for an exercise apparatus storing instructions for performing the steps recited in claim 83.

Claim 85 (New): The method according to claim 80, the advertisements are transmitted from the computer to an intermediate processor-controlled device and the advertisements are received at the exercise apparatus from the intermediate processor-controlled device.

Claim 86 (New): The method according to claim 80, further comprising:  
receiving exercise apparatus control data from the computer; and  
using the exercise apparatus control data to control the exercise apparatus while the exerciser exercises.

Claim 87 (New): A storage medium for an exercise apparatus storing instructions for performing the steps recited in claim 80.